



Podcast and video for science communication.

Post, post production, promotion

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**IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System**  
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Mission 4 "Education and Research" - Component 2: "From research to business" - Investment  
3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"



# Podcasts in Schools and Education

- **Study support** – podcast episodes used for revision and lesson deepening, reinforcing learning
- **Student-created podcasts** – exercise in synthesis and narration; students become creators, developing creativity and digital skills (media literacy, audio tools)
- **Mobile and asynchronous learning** – content accessible anytime, anywhere, enabling on-the-go study (e.g., during commutes or daily activities)

# Podcasts for Companies and Institutions

**Internal communication** – podcasts as an internal channel to spread company culture, improve onboarding, and share updates in an engaging, accessible way

**External communication** – audio storytelling to enhance branding, present CSR initiatives, and give a voice to products/services, building stronger audience connections

## Real examples:

- *Enel – Cose Molto Elettrificate* – partnership with a popular podcast to deliver energy-related messages in an ironic and informative way
- *Chiesi Italia – Eroi Anonimi* – CSR series giving voice to stories of donation and organ transplants, emotionally engaging employees and the public
- *University of Padua – Frequenze UniPD* – university podcast created by communication students, as a training and institutional storytelling project

# Recommended Formats

- Recording Method:
  - Studio or controlled set with sound isolation
  - Sync audio/video with clap or timecode
  - Multi-cam only if needed (requires 4+ people and at least 2 cameras + live direction)

# Recommended Formats

- **Talk** – informal conversation format (talk show style), with host and guests discussing topics freely
- **Narrative monologue** – a single-voice episode telling a story or deepening a topic (personal tone, structured storytelling)
- **Interview** – one-on-one dialogue with a guest (expert, customer, witness), offering diverse perspectives and authentic content
- **Case study** – narrative analysis of a real case or project to extract lessons learned and best practices
- **Serial vs Episodic** – choose between a serial series (continuous plot over several episodes, suited for in-depth storytelling) or episodic (standalone episodes that can be listened to in any order)

# Managing Institutional Podcast Projects

- **Initial briefing and objectives** – define the concept, target audience, and goals (e.g., inform, engage, train); clarify the purpose of the podcast and set measurable KPIs
- **Key roles** – assign responsibilities: writer/editor (content and script), producer/project manager (production coordination), audio technician (recording/editing), and internal stakeholders for feedback and approvals
- **Planning and review** – prepare an editorial calendar (release frequency, topics); script and drafts reviewed with stakeholders to ensure alignment with the institution's voice
- **Approval and publication** – establish a streamlined but thorough approval workflow; plan the launch (teaser, internal/external communication), publish on selected platforms, and manage promotion (newsletter, social media, intranet)

# Monetization

- **Growing market** – with booming listenership, podcasting is fertile ground for investment: 1.7 billion monthly listeners worldwide expected in 2024; over 16 million active listeners in Italy
- Companies increasingly use podcasts as an advertising tool (rising ad spend)

# Monetization

- **Sponsorships (direct or integrated)** – include sponsor messages: from simple mentions at the beginning/end to host-read ads within the content. E.g.: “This episode is sponsored by...” or a short host review of the product/service
- **Subscriptions & exclusive content** – offer passionate listeners the chance to support the podcast via subscriptions with perks: bonus episodes, early access, extras (Patreon, Apple/Spotify subscriptions for premium content)
- **Production for third parties** – create branded podcasts for companies or organizations as a hired producer; direct remuneration for original audio content tied to brand or institution
- **Product placement & affiliate marketing** – integrate product/service mentions naturally into episodes; if listeners purchase via provided links or codes, creators earn commissions. Even non-sponsor products can be featured and monetized via affiliate programs

# Legal Aspects

- **Music** – only use music with proper licensing: copyrighted music cannot be used without explicit permission  
*Solutions:* royalty-free tracks, licensed music libraries, or original compositions
- **Voices and guests** – have guests/interviewees sign release forms authorizing use of their voice and testimony; protects both creator and organization from legal claims

## Next Steps

- **Platforms & tools** – choose where to host and how to produce: evaluate platforms like Anchor/Spotify for Podcasters, Spreaker, Podbean (for distribution), and use editing tools suited to your level (Audacity or GarageBand for beginners, Adobe Audition or Descript for advanced features)
- **Community & collaborations** – join podcasting communities (online forums, Facebook/LinkedIn groups) to share experiences and tips. Seek strategic partnerships: co-hosts, recurring guests, cross-promotion with similar podcasts, or join podcast networks to boost visibility
- **Recommended resources** – keep learning: subscribe to podcasting newsletters (e.g., Podnews), read books/guides, listen to meta-podcasts where pros share strategies and trends. Staying up to date helps your project evolve and stay competitive



# THANKS!

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